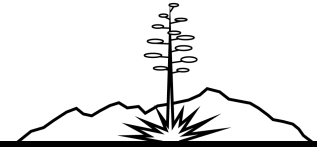


# THE BORDER LINE



News from the Society for Technical Communication, Southern Arizona Chapter  
February 2001, Volume 5, Number 6

## Making the most of PDF docs

If you are looking for ideas for online documents or solutions to PDF problems, plan to attend the upcoming seminar on making the most of Adobe Acrobat files.

The Southern Arizona chapter is hosting this half-day presentation by Carl Young of DigiPub Solutions in Phoenix.

See page 3 for details.

## Free workshop

Dr. JoAnn Hackos is presenting "Downsizing Your Documentation: Online and Off" in March in Phoenix. This workshop is **free** to STC members.

The meeting is sponsored by the Phoenix chapter as a benefit to members.

See page 5 for details.

## Welcome new members!

The Southern Arizona chapter welcomes the following new members:

- **Michael Johnson**
- **Nancy Kerns**
- **Dennis Yannutz**

Total chapter membership is 77, up from 74 last month.

## Join us February 27 Organizing and Managing a Writing Project with Patricia Henschen, M.A.

Patricia Henschen, M.A., has written and produced technical and business documentation since 1984.

She has 17 years of experience in education and technical industries including aerospace and medicine. She has taught writing at Pima Community College, the Pima county regional re-employment center, and the University of Arizona Extended University.

Before coming to Tucson, Ms. Henschen worked for seven years at NASA's Johnson Space Center in Houston as a technical writer and customer support engineer. She also founded her own company, offering business and technical writing and desktop publishing services. She holds a master's degree in literature and women's studies.

Currently, Ms. Henschen works as a technical writer at IBM, and she teaches a variety of writing classes through the UA Extended University.

### Meeting details

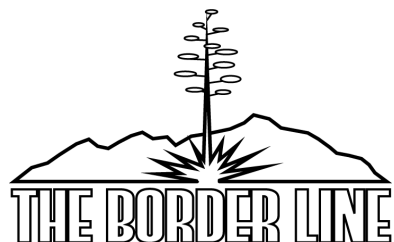
<b>When</b>	Tuesday, February 27
<b>Where</b>	Viscount Suite Hotel, 4855 East Broadway
<b>Registration and networking</b>	5:30 - 6 p.m.
<b>Dinner</b>	6 - 7 p.m.
<b>Program</b>	7 p.m.
<b>Cost</b>	\$16 members, \$18 nonmembers

To RSVP or to get more information, contact Anna Mary Mackey at [ammackey@leshercomm.com](mailto:ammackey@leshercomm.com).

Reserve by 4 p.m. Thursday, February 22. Indicate your choice of chicken or eggplant parmesan.

No-shows will be billed, and walk-ins are always welcome!

The mission of the Southern Arizona chapter of the Society for Technical Communication is to elevate the technical communication professions, increase public awareness of these professions, and serve as a resource to members.



### About the newsletter

*The Border Line* is the official publication of the Southern Arizona chapter of the Society for Technical Communication.

Contributions are welcome. Send mail to [stb@rightfax.com](mailto:stb@rightfax.com), or phone 320-7029. Include your name and telephone number.

For the publication of your first article, you'll be attending the Southern Arizona STC program of your choice as a guest of the chapter (workshops excluded).

Your submission should be factual, original, not previously published, and relevant to the field of technical communication; for example, describing tools, techniques, or tips for communicators.

The newsletter editor determines the submissions that are appropriate for publication. We reserve the right to edit your text to conform to the style guidelines and space restrictions of the newsletter.

The deadline for time-sensitive submissions is the first Friday of each month.

#### Electronic version via e-mail

To save paper, printing, and postage costs, *The Border Line* is available via e-mail in PDF format.

To sign up for this service, send a message to [stb@rightfax.com](mailto:stb@rightfax.com).

## Clip 'N Save

### Southern Arizona STC Tentative 2000-2001 Events

February 17	Workshop: Getting the Most from Adobe Acrobat Files
February 27	Organizing and Managing a Writing Project
March 29	Effective Visual Communication
	Chapter election
April 24	Using an Intranet Site to Manage a Development Project
May 17	What Employers Look For, and How to Present Your Skills and Experience

For up-to-date meeting information, go to <http://www.stc.org/region5/saz/default.htm>

### Phoenix STC Upcoming Events

March 10	Downsizing Your Documentation: Online and Off, with JoAnn Hackos
March 13	One-Source Documentation: Triumphs and Troubles, a panel discussion
April 10	Contract vs. Captive: Which is Better for You? with Brenda Huettner
May 8	Dine and Whine, with three topics and facilitators
June 12	Chapter awards and honors dinner with Jim Morgan presenting When Pride Is Good

For up-to-date meeting information, go to <http://www.stc-phoenix.com/>

## Seminar details

### When

Saturday, February 17

8:30 a.m. Registration and  
continental breakfast

9:00-Noon Program

### Fee

\$30 for members

\$40 for nonmembers

RSVP to Anna Mary Mackey,  
885-9000, or  
ammackey@leshercomm.com  
Reserve by 4 p.m. Thursday,  
February 15

After February 15, RSVP to  
Patricia Markey, 733-5720, or  
pat.markey@prodigy.net

### Location

Global Atmospherics, Inc.  
2705 E. Medina Road  
Suite 111

### To enter Global Atmospherics

Ring the buzzer to the right of the door to be let in. Turn right immediately past the reception area and enter the second door on the right.

## Making the most of PDF documents

### A half-day seminar led by Carl Young

Portable document format (PDF) documents can range from simple to complex and feature-rich. At this seminar, Carl Young will demonstrate the possibilities.

If you are looking for ideas for online documents or solutions to PDF problems, plan to attend.

Topics will include:

#### Modifying PDF files

- Creating and modifying links
- Creating and using bookmarks and thumbnails
- Replacing and inserting pages
- Business and technical uses for article threading
- Adding bookmarks
- Linking to Web sites
- Using Acrobat as a presentation tool

#### Creating PDF documents

- Using PDF Writer to create documents
- Using Distiller
- Setting Distiller job options for high quality print reproduction or distribution on the Web or CD-ROM
- Deciding when to use PDF Writer or Distiller

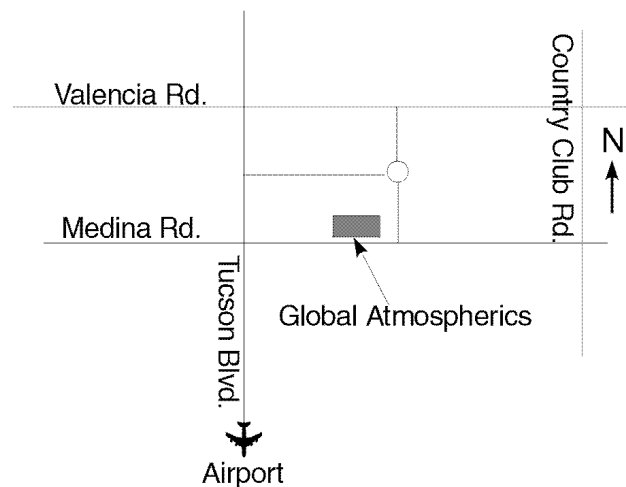
#### Creating online documents

- Adding page actions
- Adding movies and sound
- Using show/hide fields

## About our speaker

Carl Young is president of DigiPub Solutions Corp., a producer of PDF conferences for users of Adobe Acrobat. Carl is an Adobe certified expert in Acrobat and FrameMaker and a certified technical trainer. He is past president of the Phoenix chapter of the Society for Technical Communication and is founder and coordinator of STC's Arizona FrameMaker User Network and Acrobat special interest groups.

Carl often presents on behalf of Adobe at trade shows and seminars. Recent appearances include SeyboldSF, STC region 5 conference, the National Science Foundation Small Business Innovation Research National Conference, and both PDF 2000 Conferences.





## Leaders light the way

By J. Suzanna Laurent, region 5 director-sponsor  
suzanna.laurent@mciworld.com

### **Winter board of director's report**

The winter STC Board of Director's meeting was held in San Diego in January.

#### **Actions taken at the meeting**

- Formation of three new chapters was approved, bringing the total number of chapters worldwide to 153 (120 regular chapters and 33 student chapters): Australia chapter, Rensselaer Polytechnic Institute student chapter (Troy, New York), and Hill Country student chapter (San Marcos, Texas).
- The following appointments to society-level committees were approved: Kathryn M. Poe (manager, STC public relations competition committee) and Paula Stanzioni (manager, education and research special interest group).
- Reports of fiscal year 2001 income and expenses as of October 31, 2000, were reviewed and approved. Income and expenses are well within budget. STC will be returning about two-thirds of a million dollars to chapters to support their fiscal year 2001 programs and activities.
- A merit grant of \$3,000 was awarded to the Mercer University student chapter to build its scholarship fund.
- A research grant of \$10,000 was awarded to Eva R. Brumberger for a study entitled "The Rhetoric of Typography: A Study Investigating Typeface Personality and Its Impact on the Reading Process."

#### **Other items of interest**

**New STC logo to be released** A graphic toolkit and templates for STC materials will be made available to chapters (presidents, newsletter editors, and webmasters), society-level committees, and special interest groups (SIGs) and placed on the STC Web site in March. These tools will help guide groups in implementing the new look. Work is under way to redesign the STC Web site. Watch for the first official use of the new logo in the annual conference program!

**Elections online** This year, the balloting process will include an option to vote online. The 2001 election material will contain information necessary to ensure secure online voting. Voting online will be optional.

**Membership growth** STC continues to grow at a steady rate, and membership now stands at 23,553. Total membership is projected to reach 26,000 by the end of March. Current distribution of membership: U.S. 87.2 percent, Canada 8.6 percent, other countries 4.1 percent. STC's annualized 10-year growth rate is 4.6 percent, with growth rates as follows: U.S. 3.9 percent, Canada 10.8 percent, other countries 11.7 percent.

**Membership directory online** The STC membership directory has been placed online. It allows members to search on members' first and last names.

**Technical Communication online** Abstracts and PDFs of the 1996 and 1997 issues have been posted on the *Technical Communication* Web site. Recommendations from usability studies performed by graduate students at Mercer University have been incorporated in the Web site.

**STC governance** The STC board of directors is conducting a series of workshops at its regular meetings to evaluate governance. This activity is an outgrowth of STC's new mission statement: "Designing the future of technical communication." What model of governance would be most effective in leading STC into that future? Aspects being evaluated include the structure of representation, the way that decisions are made, the balance of volunteer and office staff workloads, and communication patterns. A clear picture of leadership has dominated the workshops: one that focuses on trends, vision, strategy, and best practices; that embraces outside influences; that concentrates on setting policy rather than on operational details. A concluding workshop in May will set short-term and long-term goals for meeting those objectives.

## Workshops in March feature JoAnn Hackos

### Free to STC members

JoAnn Hackos is presenting two workshops in the Phoenix area in March, and one is free to STC members.

The Phoenix chapter is sponsoring "Downsizing Your Documentation: Online and Off" with Dr. Hackos on Saturday, March 10. The program begins with a continental breakfast at 9:30 a.m. and ends at noon.

The meeting is **free** to members who register before March 6, \$20 to nonmembers or to STC members who register later. The workshop will be held at the offices of Salt River Project in Tempe. To register, look for a flier in the mail or contact Lisa Ford (voice 480-820-5724, fax 480-777-8623).

For more details, refer to the Phoenix chapter Web site <http://www.stc-phoenix.com/>.

March 8-9, the Center for Information-Development Management presents a workshop, "Developing Standards for E-Communication," led by Dr. Hackos. The workshop will be held in Tempe, and the fee is \$650 for STC members.

To register and get more details, refer to [www.usabledesign.com](http://www.usabledesign.com) or call 1-303-234-0123.

JoAnn Hackos, PhD, is president of Comtech, an information design firm based in Denver, which she founded in 1978; Director of the Center for Information-Development Management, a member-sponsored organization for information development and training management issues; and co-founder and partner of SingleSource Associates.

Dr. Hackos is called upon by major corporations to consult on the management of their information development and information design, including product interfaces, Web-based information, and documentation databases.

She and her staff members are also involved in the assessment of customer needs related to product usability, technical information, and training.

For more than 20 years, Dr. Hackos has conducted seminars internationally on subjects ranging from project management, designing effective interfaces and information, minimal information products, usability testing, online documentation and computer-based training, to managing the information-design and development process. The seminars are dedicated to enhancing the practices and products that will best promote customer satisfaction.

Dr. Hackos' book *Managing Your Documentation Projects* is widely regarded as the bible of publications management. *Standards for Online Communication* is a compendium of industry process and publications standard practices. JoAnn is a Fellow and past president of the international Society for Technical Communication and editor of *Common Ground*, the publication of the Usability Professionals Association.

Recent clients include Varian, US West, Dell Computer, Cadence Design Systems, SAP, Alcatel, Ericsson, Nokia, Motorola, Nortel, Federal Express, Compaq, and more.

### Also in Phoenix in March

## One-source documentation: triumphs and troubles

A panel discussion on one-source documentation will feature Phoenix-area publications experts. The discussion will cover:

- Designing one-source documentation and training.
- Using templates to develop printed user guides and online help.
- Writing and structuring user-friendly information for printed and online documentation.

The panel of experts are:

- Chanda Child, independent consultant and principal, Ocotillo Training.

- Bobbie McDermott, senior technical writer, AG Communication Systems.
- Kim Rosenlof, independent consultant and technical writer.

This Phoenix chapter STC meeting will be Tuesday, March 13, beginning at 5:30 p.m., at the Wyndham Garden Hotel in Phoenix.

For meeting registration and details, refer to <http://www.stc-phoenix.com/>.

## Conference sponsors issue calls for papers

### **Region 7 2001 - A communication odyssey**

The Willamette Valley chapter is hosting the STC region 7 conference in beautiful downtown Portland, Oregon, in October. We invite you to join us and to submit proposals for sessions.

This is your chance to share with your peers some of the new technologies you've mastered, innovations you have made in your online and printed documents, evolutions in your career, or anything else of professional merit.

Regional conferences offer small, friendly audiences in a collaborative setting. It's a great venue for enhancing your presentation skills, meeting colleagues, and expanding your professional network. It's not too early to start planning your paper, presentation, workshop, or panel. The complete call for papers is posted on the conference web site at <http://www.region7conference.com>. Proposals are due March 1.

If you have questions or just want to discuss some ideas or how the process works, please contact the program manager, Garret Romaine at [garretr@pixelworksinc.com](mailto:garretr@pixelworksinc.com) or conference chair Mark Ace at [mark@ace1.com](mailto:mark@ace1.com).

### **Region 5 Invention, innovation, ingenuity**

STC-Houston invites you to be part of the 2001 Region 5 conference it is hosting. We are looking for outstanding speakers with topics that tie into our conference theme: Invention, Innovation, Ingenuity.

If you are interested in presenting at the conference, send your one-page abstract to [answersforall@pobox.com](mailto:answersforall@pobox.com) by April 1. Preference will be given to abstracts received by March 15. The conference is scheduled for October 11-13, and speakers receive a discount on their registration fees.

Your abstract should provide the session title, brief description and outline of session topics, speaker names, your contact information, track for session, and format of session.

For more information about conference tracts or formats, see the Call for Papers at <http://www.stc-houston.org/r5conference/r5papers.htm>. If you have any questions about presentations, contact Linda Oestreich, co-manager of the conference program committee: [lloriter@ev1.net](mailto:lloriter@ev1.net) or (during work hours) 713-918-3356.

There will be a limited number of preconference workshops. If you are interested in presenting a workshop, contact Linda Oestreich.



## Get started in usability testing with telephone seminar

Usability testing is one of the most talked-about issues in business today. If you want to conduct usability testing but don't know how to get started, this telephone seminar will answer your questions, including how to determine what to test, how many subjects to test, and where and when the test should occur.

You will also get a toolkit of forms and examples from a usability test to help you plan and conduct a successful test and analyze the results. You can use the information to test print or online documentation, a software user interface, or Web sites.

Objectives of this seminar are:

- Present an overview of the usability testing process.
- Define qualitative and quantitative goals for testing.
- Define the user profile precisely for a limited sample of participants.
- Create scenarios that match the goals of the test.
- Develop a plan to record the results of the test.
- Develop a plan to analyze the results.
- Create a plan for ranking recommendations for change.

Participants will practice the process by planning a test.

The seminar is sponsored by STC.

### When?

Part I, Principles: Wednesday, March 7, 1:00-2:30 p.m. Eastern Standard Time

Part II, Practice: Wednesday, March 14 1:00-2:30 p.m. Eastern Standard Time

### What is a telephone seminar?

A telephone seminar is much like a large conference call — but in a more controlled, radio-like environment. You dial the 800-number from your phone, enter your personal identification number, and you're connected! You then sit back and listen to the presentations, follow along with the handout material, and join in the lively Q&A sessions.

### Cost

The cost of the seminar is per participating site, not per person. The fee is \$250 per site. An additional \$8 will be charged for registrations received less than five days before the seminar.

Train as many people as your conference room can hold — for one flat rate!

To register, go to <http://www.stc-va.org/fwhatsnew.htm>.

### About the speaker

Carol M. Barnum is a professor of technical communication at Southern Polytechnic State University in Marietta, Georgia. She is also an award-winning author, a presenter at STC annual conferences, a fellow of STC, and, most recently, a recipient of STC's Jay R. Gould Award for Excellence in Teaching Technical Communication.

Her courses in graduate and undergraduate technical communication at Southern Polytechnic include a graduate course in usability testing; her usability consulting work includes testing hardware, computer-based training, software, and Web sites. Her book, *Usability Testing and Research*, will be released in August.



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